

## CLAIM AMENDMENTS

1. – 37. (Cancelled)

38. (Currently Amended) A method of delivering digital content, comprising:

receiving a request from a customer for transfer of A/V content in digital form to the customer;

receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;

transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;

providing limited usage rights to the A/V content to the customer;

presenting the customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image;

wherein the customer is presented with the opportunity in a menu displayed at least just prior to, during or just after presentation of the full selection of A/V content; and

enabling the customer to store the selected portion if the customer elects to complete the transaction.

~~providing the customer with an option to complete a transaction for a selected one of the portions of the A/V content;~~

~~receiving a request from the customer to complete the transaction for the selected portion; and~~

~~enabling the customer to store the selected portion as at least one digital file distinct from the A/V content.~~

39. (Original) The method according to claim 38, wherein the transaction attaches a second usage rule to the selected portion.

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40. (Original) The method according to claim 39, wherein the transaction comprises one of: a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times.

41. (Original) The method according to claim 38, wherein the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.

42. (Currently Amended) The method according to claim 38, wherein the presenting ~~providing, receiving, selecting~~ and enabling take place within a designated period of time defined by the first usage rule.

43. (Original) The method according to claim 38, wherein the A/V content comprises one of a motion picture, a television program, a documentary and a music video.

44. (Cancelled)

45. (Original) The method according to claim 38, wherein the transferring comprises one of downloading the A/V content as one or more digital files, streaming the A/V content, and transmitting the A/V content as a real time transmission.

46. (Currently Amended) ~~An electronic~~ A computer readable electronic storage medium storing instructions which, when executed on a programmed processor, carry out a method according to claim 38 ~~of delivering digital content, comprising:~~

~~receiving a request from a customer for transfer of A/V content in digital form to the customer;~~

~~receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;~~

~~transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;~~

~~providing the customer with an option to complete a transaction for a selected one of the portions of the A/V content;~~

~~receiving a request from the customer to complete the transaction for the selected portion; and~~

~~enabling the customer to store the selected portion as at least one digital file distinct from the A/V content.~~

47. (Cancelled)

48. (Currently Amended) A method of acquiring rights to digital content, comprising:

sending a request to acquire limited digital rights in audio/video (A/V) content ~~content~~ to a content provider;

sending a payment for the digital rights to the content provider;

~~receiving audio/video (A/V)~~ receiving the A/V content in digital form from the content provider, the digital form of the A/V content comprising at least an audio portion and a video portion;

receiving the limited usage rights to the full selection of A/V content from the content provider;

~~receiving~~ displaying a menu providing an option to acquire additional digital rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image;

wherein the customer is presented with the opportunity in a menu displayed at least just before, during or just after presentation of the full selection of A/V content;

sending a request to the content provider, wherein the request comprises a request to acquire the additional digital rights to the selected portion; and

storing the selected portion distinct from the A/V content.

49. (Original) The method according to claim 48, wherein the storing comprises receiving a key code from the content provider to permit storing the selected portion.

50. (Original) The method according to claim 48, wherein the storing comprises receiving a download from the content provider.

51. (Currently Amended) The method according to claim 48, wherein the additional digital rights to the selected portion is associated with a usage rule that defines rights to one of: unlimited play the selected portion, play of the selected portion for a designated period of time, and play of the selected portion a designated number of times.

52. (Original) The method according to claim 48, wherein the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.

53. (Original) The method according to claim 48, wherein the sending and storing take place within a designated period of time defined by a usage rule attached to the A/V content.

54. (Original) The method according to claim 48, wherein the A/V content comprises one of a motion picture, a television program, a documentary and a music video.

55. (Cancelled)

56. (Original) The method according to claim 48, wherein the A/V content is received by one of downloading the A/V content as one or more digital files, streaming the A/V content, and transmitting the A/V content as a real time transmission.

57. (Original) The method according to claim 48, wherein the digital rights to the selected portion is associated with a usage rule that defines rights to limitations on a number of copies of the selected portion that can be made.

58. (Original) The method according to claim 48, wherein the digital form of the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.

59. (Original) The method according to claim 48, wherein the digital form of the A/V content is associated with a usage rule.

60. (Original) The method according to claim 59, wherein the request to acquire digital rights to the selected portion is sent before the usage rule expires.

61. (Currently Amended) The method according to claim 48, wherein ~~receiving the option to acquire digital rights in the selected portion of the A/V content comprises activating a menu, with the menu having~~ the menu has a menu selection for acquiring digital rights to the selected portion.

62. (Currently Amended) ~~An electronic~~ A tangible computer readable electronic storage medium storing instructions which, when executed on a programmed processor, carry out a method according to claim 48 ~~of acquiring rights to digital content, comprising:~~  
~~sending a request to acquire digital rights in A/V content to a content provider;~~  
~~sending a payment for the digital rights to the content provider;~~  
~~receiving audio/video (A/V) content in digital form from the content provider, the digital form of the A/V content comprising at least an audio portion and a video portion;~~  
~~receiving an option to acquire digital rights to a selected portion of the A/V content;~~  
~~sending a request to the content provider to acquire digital rights to the selected portion;~~  
and  
~~storing the selected portion distinct from the A/V content.~~

63. – 71. (Cancelled)

72. (Currently Amended) A method of acquiring digital content, comprising:

sending a request for limited usage rights to a full selection of audio/video (A/V) content to a content provider;

receiving audio/video (A/V) content in digital form from the content provider, the digital form of the A/V content comprising at least an audio portion and a video portion;

receiving the limited usage rights to the full selection of A/V content from the content provider;

presenting a customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image indexed by the TOC, wherein the customer is presented with the opportunity in a menu displayed at least just before, during or just after presentation of the full selection of A/V content; and

enabling the customer to store the selected portion if the customer elects to complete the transaction

~~storing one of the portions as a selected portion distinct from the A/V content.~~

73. (Currently Amended) The method according to claim 72, ~~further comprising~~ wherein the transaction comprises purchasing the selected portion of the A/V content.

74. (Original) The method according to claim 73, wherein the purchase secures usage rights to store the selected portion distinct from the A/V content.

75. (Currently Amended) The method according to claim 72, wherein the receiving the A/V content comprises one of: downloading the A/V content, streaming the A/V content and transmitting the A/V content as a real time transmission.

76. (Original) A method according to claim 72, wherein the stored selected portion is stored subject to digital rights associated with a usage rule.

77. (Currently Amended) The method according to claim 76 ~~claim 72~~, wherein the usage rule defines rights that permit one of: unlimited play the selected portion, play of the selected portion for a designated period of time, and play of the selected portion a designated number of times.

78. (Original) The method according to claim 72, wherein the digital form of the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.

79. (Currently Amended) ~~An electronic~~ A tangible computer readable electronic storage medium storing instructions which, when executed on a programmed processor, carry out a method according to claim 72 ~~of acquiring digital content, comprising:~~  
~~receiving audio/video (A/V) content in digital form from a content provider to a customer, the digital form of the A/V content comprising at least an audio portion and a video portion; and~~  
~~storing one of the portions as a selected portion distinct from the A/V content.~~

80.-83. (Cancelled)

84. (Currently Amended) An e-commerce server, comprising:  
a programmed processor;  
a mass storage device storing a selection of A/V content, the A/V content comprising at least an audio portion, a video portion and a table of contents (TOC) file indexing a selected one of the audio and video portions;  
program means, running on the programmed processor, for:  
receiving a request for limited usage rights to a full selection of audio/video (A/V) content from a customer;

providing limited usage rights to the full selection of A/V content to the customer;

delivering the full selection of A/V content to the customer;

presenting ~~a user~~ the customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content, wherein the selected portion comprises at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image ~~one of audio and video portions of A/V content~~ indexed by the TOC; wherein the customer is presented with the opportunity in a menu displayed at least just before, during or just after presentation of the full selection of A/V content; and enabling the customer to store the selected portion if the customer elects to complete the transaction.

85. (Original) The apparatus according to claim 84, wherein the A/V content is stored as one or more digital files.

86. (Original) The apparatus according to claim 84, wherein the TOC is stored as one or more digital files.

87. (Original) The apparatus according to claim 84, wherein the enabling comprises sending the customer a key code to permit the customer to store one or more digital files containing the selected portion.

88. (Original) The apparatus according to claim 84, wherein the transaction comprises receiving a payment from the customer; and permitting the customer to store the selected portion in accordance with a usage rule.

89. (Currently Amended) The apparatus according to claim 88 ~~claim 87~~, wherein the usage rule determines a number of copies of the selected portion that can be made.



90. (Currently Amended) The apparatus according to claim 84, wherein ~~presenting a customer with an opportunity to complete a transaction comprises presenting a menu to the customer upon activation of the digital form of the A/V content, with the menu having a~~ the menu has a menu selection for purchasing the selected portion.

91. (Currently Amended) The apparatus according to claim 84, wherein the program further comprises means for transferring the selected portion ~~A/V content~~ to the customer.

92. (Original) The apparatus according to claim 91, wherein the means for transferring comprises one of: means for downloading the A/V content as one or more digital files, means for streaming the A/V content, and means for transmitting the A/V content as a real time transmission.

93. (Original) The apparatus according to claim 84, wherein the transaction comprises one of: a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times.

94. (Currently Amended) An apparatus for carrying out an e-commerce transaction, comprising:  
a programmed processor;  
a mass storage device suitable for storing digital files;  
program means, running on the programmed processor, for:  
receiving a request for limited usage rights to a full selection of audio/video (A/V) content from a customer;  
providing limited usage rights to the full selection of A/V content, wherein the audio and video content is indexed by a table of contents (TOC);  
delivering the full selection of A/V content to the customer;  
presenting a user the customer with an opportunity to complete a transaction to acquire additional rights to a selected portion of the A/V content, wherein the selected portion comprises

at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image ~~one of audio and video portions of A/V content~~ indexed by the TOC ~~a table of contents (TOC)~~;

wherein the customer is presented with the opportunity in a menu displayed at least just before, during or just after presentation of the full selection of A/V content; and

enabling the user to store the selected portion as a digital file by reference to the TOC if the customer elects to complete the transaction.

95. (Currently Amended) The apparatus according to claim 94, wherein the full A/V content ~~A/V content~~ is stored as one or more digital files.

96. (Original) The apparatus according to claim 94, wherein the enabling comprises receiving a key code and using the key code to store one or more digital files containing the selected portion.

97. (Original) The apparatus according to claim 94, wherein the transaction comprises sending a payment; and storing the selected portion in accordance with a usage rule.

98. (Original) The apparatus according to claim 97, wherein the usage rule determines a number of copies of the selected portion that can be made.

99. (Currently Amended) The apparatus according to claim 94, wherein the ~~presenting comprises displaying a menu to the user, with the menu having~~ menu has a menu selection for purchasing the selected portion.

100. (Original) The apparatus according to claim 94, wherein the program further comprises means for receiving the selected portion from a content provider.

101. (Original) The apparatus according to claim 100, wherein the means for receiving comprises one of means for downloading the A/V content as one or more digital files, means for

receiving streaming A/V content, and means for receiving the A/V content as a real time transmission.

102. (Original) The apparatus according to claim 94, wherein the transaction comprises one of a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times.